

THE **CAMPUS** PROGRAM TAKES OFF !

Montréal, August 17, 2011 – The STM's universal public transit program known as **CAMPUS**, offered in partnership with Université de Montréal, the Fédération des associations étudiantes du campus de l'Université de Montréal (FAECUM) and the Laurentian Bank, kicks off today.

Representing the program partners, Michel Labrecque, Chairman of the STM Board of Directors, Louise Béliveau, Vice Rector, Student Affairs and Sustainable Development, Université de Montréal, Stéphane Gagnon, Senior Vice President, Marketing and Product Management, Laurentian Bank, along with Ms. Stéfanie Tougas, Secretary-General of the Fédération des associations étudiantes du campus de l'Université de Montréal (FAECUM), jointly launched the program during a meeting with the press, while Mr. Gagnon announced a major financial contribution of \$200 000 for the first edition of **CAMPUS**.

"The Laurentian Bank's financial contribution will help enhance the program by offering an additional discount on the fares announced last spring. Indeed, for an exclusive, unique fare of \$37.25 per month, almost 10% less than the monthly reduced fare and nearly 50% less than the current regular fare, some 20 000 Université de Montréal students will enjoy unlimited access to the STM bus and métro network, starting next September 1," announced Mr. Labrecque.

"Students eligible for **CAMPUS** will therefore enjoy one of the best public transit fares in Canada. The STM can offer such a generous fare, thanks to the program's financial model that calls for the automatic subscription of all eligible students, the financial involvement of the Laurentian Bank as the principal partner, as well as the cooperation of Université de Montréal and FAECUM," added Mr. Labrecque, who also took the opportunity to announce the participation of various other partners, such as Au Pain Doré, BIXI, Segal Centre for Performing Arts, Cinéma Beaubien, Communauto, Grands Ballets Canadiens, Java U, Opéra de Montréal, Théâtre aux Écuries, Théâtre Outremont, Tohu, Via Rail and Videotron, who will offer additional benefits and exclusive discounts to eligible students (complete details available September 1, on the STM website – www.stm.info)

"Laurentian Bank is very proud of its commitment to public transit and we are pleased to make it possible for Université de Montréal students to get an additional \$5 discount on their transit fare each trimester, thereby promoting environmentally-friendly transportation modes. Today's announcement is yet another facet in our growing partnership with the STM, with whom we already hold exclusive rights for ATM banking machines in all métro stations, in addition to our new recruitment centre at Berri-UQAM métro station," indicated Stéphane Gagnon, Senior Vice President, Marketing and Product Management, Laurentian Bank.

"Initiated by our students and enhanced by our partners, this program is an asset for our campus," emphasized Louise Béliveau, Vice Rector, Student Affairs and Sustainable Development, Université de Montréal. "By promoting active, public modes of transportation among the student body, Université de Montréal also contributes to preserving Mount Royal where its main campus is located."



"We are pleased to see new partners join the **CAMPUS** project, as it serves to confirm the initiative's mobilizing effect. Not only will the involvement of these partners ensure the project gets off to a running start, we can also hope that this is a first step toward making the program permanent," declared Stéphanie Tougas, FAÉCUM Secretary-General.

"There is no doubt that **CAMPUS** will contribute to a major increase in the number of trips taken by public transit in Montréal. The STM estimates that close to 9 000 000 additional passenger trips will be generated as a result of this initiative. This gain will have a positive impact on the environment and is perfectly aligned with the objectives of the three parties involved in the agreement to reduce GHG emissions. This pilot project, a first in Montréal, could be a springboard to a similar model applicable to other educational institutions and will no doubt contribute to an increase in modal share for public transit. In the long term, this initiative will help position Montréal as a university city and a model for the use of public transit," reiterated Michel Labrecque, Chairman of the Board of Directors of the STM, who also added that "The STM foresees that a second phase of the program could be extended to students living off the island of Montréal through the participation of other transport organizing authorities (AOTs) in the region."

In closing, it should be noted that the STM already offers various advantageous fare options such as reduced fares for students 18-25, the 4-month CAM, as well as other discounts from some of its partners for OPUS card holders.

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